

<b>Policy</b>	<b>Photography and Video Policy ORG91</b>
<b>Document owner</b>	Director of Communications, Student Recruitment and Technology
<b>Review delegated to</b>	Marketing, Brand and Communications Manager
<b>Date first implemented</b>	May 2026
<b>Date last reviewed</b>	-
<b>Date of next review</b>	May 2028 (move to triennial after first review)
<b>Date governor-approved</b>	na
<b>Associated documents</b>	Media Policy Social Media Policy Data Protection (GDPR) Policy Retention Schedule Safeguarding Policies CCTV Policy IT Policy
<b>Reference documents</b>	Equality Act 2010 General Data Protection Regulation (GDPR) (2016) Freedom of Information Act 2000 Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004 Information Commissioner's Office (2017) 'Overview of the General Data Protection Regulation (GDPR)' Data Protection Act 1998
<b>Initial reviewing body</b>	Leadership Team
<b>Final approval body</b>	Senior Leadership Team
<b>Published on website</b>	Yes

<b>Purpose</b>	To set out Derwen College's approach to photography and videography, media consents, use of photos and videos.
<b>Scope</b>	All students and staff are in scope for this policy, and parents and carers also are impacted
<b>Equality, Diversity &amp; Inclusion</b>	<p><i>"[Derwen] College is committed to promoting equality, good relations and to challenging discrimination. This is reflected in all College policies, procedures, processes and practices."</i> <i>Derwen College Equal Opportunities Policy</i></p> <p>Derwen College's ethos is to embrace diversity, to offer equality of opportunity, and to treat every individual fairly and with respect. Equality, diversity and inclusion are embedded throughout the organisation. This policy should be applied in accordance with this ethos.</p> <p>Derwen College is committed to ensuring an inclusive environment with a mix of sexes across most of its residences/accommodation.</p>

	<p>The following characteristics do not impact upon the allocation of accommodation and will not be taken into consideration in the event that this information is disclosed to the College:</p> <ul style="list-style-type: none"> <li>• Gender identity</li> <li>• Race or ethnicity</li> <li>• Sexual orientation</li> <li>• Religious or philosophical beliefs</li> </ul> <p>It is the College's aim to create residences which are homes to students and clients from a variety of diverse backgrounds, and any request to be housed in a certain way will be considered in light of the College's Equal Opportunity Policy.</p> <p>If you would like a copy of this document in a different format, such as large print, please contact the Human Resources Department who will provide help with alternative formats.</p>
<p><b>Definition(s)</b></p>	<p><b>Media use:</b> photographs and videos which are collected for the purpose of promotional materials for predominantly external use (for example, press releases, website, social media, prospectus). These are stored electronically, often with other personal information (for example, student name and pathway/programme) and the principles of GDPR apply.</p> <p><b>Educational use:</b> Staff record students and/or staff via photograph or video format for educational purposes (for example, internal displays, assessments and workbooks). These are stored electronically with personal information and the principles of GDPR apply.</p> <p><b>Derwen College official use:</b> Photographs and videos collected for business use (for example, CCTV footage across the campus, ID badges). These are stored electronically with personal information and the principles of GDPR apply.</p> <p><b>Personal use:</b> Photographs and videos taken by the students themselves, parents, friends, or known individuals (for example, graduation ceremony, prom). These are considered to be for personal use and not intended to be shared to a wider or public audience. The principles of GDPR do not apply to photographs or videos taken for personal use.</p>

**Roles and Responsibilities**

1. The **marketing team** is responsible for:
  - Owning the media consent form template and ensuring it is compliant and appropriate
  - Ensuring appropriate notices around use of video and photography are visible at all events
  - By reasonable means, ensuring students and staff have the correct permissions in place before publishing any form of media into the public domain

2. The **admissions team** is responsible for:
  - Ensuring each new student has been given a media consent form as part of their onboarding pack
  - Collecting the completed forms prior to the student enrolment day
  - Ensuring the completed media consent forms are recorded on Databridge
3. The **Learner Voice Lead** is responsible for:

*For on roll students, if they change their consent*

  - Liaising with Personal Tutors to ensure students understand and complete their media consent forms. Where necessary the Personal Tutors will help students with supported decision making
  - Where the change is from no-consent to consent, where appropriate, e.g. student is under 18, the Personal Tutor will collaborate with parents/carers
  - Updating Databridge and the marketing team with any changes to student consent to ensure the risk of breach is minimal
4. The **HR team** are responsible for:
  - Ensuring this policy is communicated out to staff members
  - Obtaining completed media consent forms at induction
  - Updating Databridge and the marketing team with new and changed staff consent to ensure the risk of breach is minimal
5. The **IT team** are responsible for:
  - Ensuring all photos and videos are stored and disposed of correctly, in line with GDPR
6. The **Data Protection Officer** is responsible for:
  - Notifying and training staff around what GDPR is and the importance of gaining consent for photographs and videos
  - Monitoring and recording GDPR compliance and processes

### **Storage and retention**

1. All photographs and videos will be stored electronically in accordance with the IT Policy and the Retention Schedule.
2. All photographs and videos should be stored with the following:
  - Date
  - Names of participants
  - activity
3. Some photographs and videos may be stored long term for the purpose of maintaining accurate College records and archives
4. Photographs and videos identified as being surplus to requirements will be deleted appropriately and in accordance with the IT Policy and the Retention Policy.

### **General**

1. The signed consent form is valid for new publications until that student or member of staff leaves Derwen College or withdraws their consent.

2. Photographs and videos for media use, with participants' consent, will be deemed to have consent for the life of its use (for example, when published with a news article, on social media, in a printed publication, or otherwise in the public domain)
3. Staff and students may change their consent at any time with written notice, or by completing a new consent form. Consent withdrawal will only impact future activities and will not affect photographs or videos for which consent had been previously given.
4. Professional photographers will be asked to sign an agreement to ensure they are:
  - Compliant with the Data Protection Act 1998
  - The images will be supplied to Derwen College who will hold the copyright and ownership of the photographs and videos
  - The images will be deleted from their equipment once delivered safely and securely to Derwen College
  - The photographs and videos will not be disclosed to any third party without prior arrangement and agreement with Derwen College
  - Photographers will be supervised at all times
5. The use of flash photography should be minimised at all times

### **Uses**

Photographs and videos may be used in the following ways:

1. As part of displays and stories to celebrate student life and achievements, for example, graduation ceremony, Duke of Edinburgh's Awards activities, Skills competition, Student Council activities
2. To promote Derwen College on its website and social media platforms
3. For publicity and promotion purposes in printed publications, such as newspapers and magazines
4. For internal identification purposes
5. For educational purposes

### **Principles of use**

1. Where a student is named alongside the photograph, only the first name will be used
2. All photographs and videos will be used in a manner respectful of the eight Data Protection Principles, being:
  - fairly and lawfully processed
  - processed for limited, specifically stated purposes only
  - used in a way that is adequate, relevant and not excessive
  - accurate and up to date
  - kept on file for no longer than is necessary
  - processed in line with an individual's legal rights
  - kept securely
  - adequately protected if transferred to other countries

### **Parents/carers**

1. Parents/carers are permitted to take photographs or video of events for private use only
2. Photography or videography is not permitted in sensitive areas such as changing room, toilets, swimming areas, etc.
3. Parents and carers must be mindful of others when making and taking photographs or videos and must not share any images or footage of any other students
4. Parents/carers may contact Derwen College to discuss any concerns regarding the use of images.